



4th Annual Ready Your Business Conference

Thursday • August 14, 2008

8:00 a.m. to 4:30 p.m.

Hilton City Center

255 South West Temple • Salt Lake City

Business Owners • Administrators • IT Managers • Security Directors • Human Resource Directors • Public Health • Hospital Non-Profit Organizations • Risk & Continuity Planners

Cost \$45.00 includes lunch
(\$10 conference discount to award recipients)

Registration: www.saltlakechamber.org

538-3400 Division of Homeland Security

328-5053 Salt Lake Chamber

7:30 – 8:00 Check in/Registration

Plenary Sessions

8:00 a.m. to 2:00 p.m.

When the Shaking Stops – Wells, Nevada Earthquake

Bob King, Director of Retail Sales
Associated Food Stores

Following the Earthquake in Wells, Nevada, residents turned to their local grocer to provide them with necessary emergency supplies. Shelves emptied quickly. Associated Foods activated an emergency plan that proved to be valuable in efficiently responding to the needs of employees, business owners and the community.

Response Lessons from the Oklahoma City Bombing

Kerry Pettingill, Director, State of Oklahoma
Office of Homeland Security

On April 19, 1995, around 9:03 a.m., just after parents dropped their children off at day care at the Murrah Federal Building in downtown Oklahoma City, the unthinkable happened.

The massive bomb inside a rental truck exploded, blowing half of the nine-story building into oblivion. A stunned nation watched as the bodies of men, women, and children were pulled from the rubble for nearly two weeks. When the smoke cleared and the exhausted rescue workers packed up and left, 168 people were dead in the worst domestic terrorist attack on U.S. soil. Considered part of the crime scene, surrounding businesses were forced to close or relocate while the investigation



Sponsored by

Department of Public Safety, Division of Homeland Security
Department of Health
Salt Lake Chamber



Recognition of Readiness Awards

Recipients attended a complete "12 Point Program to Business Continuity Planning" series as an introductory course to the planning process.

Be Ready Utah / Ready Your Business recognizes the efforts of these individuals and organizations in better preparing the workplace for any type of business interruption and encouraging employees to prepare themselves and for their families.

2008 Partners in Preparedness

Recipients of the Partners in Preparedness award have demonstrated extraordinary support to the Be Ready Utah / Ready Your Business campaign by providing in-kind, monetary, training opportunities and committee leadership in furthering the importance of individual, family, community and business preparedness. Through their support, thousands of citizens and business owners have received complimentary training and resources statewide.

Wasatch Front

- E-Center
- Emergency Essentials
- KeyBank
- Telecom Recovery
- Utah Disaster Kleanup
- Utah Small Business Development Center
- Utah Trucking Association
- Zions Bank

Northern Utah

Presented April 8, 2008

- KUTA TV Channel 8 / Logan
- Utah State University, Judy Crockett

Southern Utah

Presentation Fall 2008

- State Bank of Southern Utah

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Breakout Session Tracks

2:15 – 3:15 p.m.

RYB	Ready Your Business
SYB	Secure Your Business
DOH/VP	Dept of Health / Vulnerable Populations

2:15 – 3:15 p.m.

RYB Grand Ballroom #A

Facts about Financial Recovery

Zions Bank / SBA, Business Banking
FEMA, Doug Gore, Deputy Regional Director
Presidio Group, Emily Edmunds, Risk Manager
Matthew Hill, Risk Manager

Whether you need a commercial loan to rebuild, file an insurance claim or need assistance from the Federal Government, every minute counts when it means getting you back to business. Completing applications and claim forms can be less stressful if you have the facts from the experts about options to financial recovery. Make better business decisions in planning by learning what records and documents are necessary to have.

2:15 – 3:15 p.m.

SYB Grand Ballroom #B

Making Security Part of your Business Model

Shawn Peppers, Critical Infrastructure Coordinator
Division of Homeland Security, SIAC

In a changing global security environment, businesses will require an ability to protect their business model not only from competitors, but also from cyber-threats, criminal enterprises, natural disasters and terrorism. The ability to identify non-market variables provides business leaders an opportunity to better navigate the challenging and dynamic international marketplace. This session will introduce a self-assessment tool that will enable businesses to make security part of their business model.

2:15 – 3:15 p.m.

DOH VP Alpine Room

Building Resilient Communities

Ana-Marie Jones, Executive Director
CARD/Collaborating Agencies Responding to Disasters

Traditional and non-traditional first responders within a community can build relationships with emergency services staff, businesses and non-profits to end the disaster victim cycle and build resilient communities. Discover how your organization can participate in creating partnerships and critical linkages with agencies providing necessary services.

SECTOR 10



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Breakout Session Tracks

3:30 – 4:30 p.m.

RYB Ready Your Business
SYB Secure Your Business
DOH/VP Dept of Health / Vulnerable Populations

3:30 – 4:30 p.m.

RYB Grand Ballroom #A

Options for Maintaining Emergency Communications

txtwire Communications, Creg Fielding, President
 Telecom Recovery, Tim Ruff, President
 Sprint Nextel Communications, Brian Coady, Government Accounts

Communication gaps can exist during non-emergency situations – compounded by a crisis situation and your business could experience a costly interruption. First responders, businesses and families struggle with options to backup communication plans and alternate equipment. This session will focus on the capabilities of different types of communication systems and give the attendee useful tips to creating a backup plan to keep employees, customers and vendors informed of individual welfare and your operational status.

3:30 – 4:30 p.m.

SYB Grand Ballroom #B

Protect Yourself by Knowing the Eight Signs of Terrorism.

Scott Hansen, Special Agent, SIAC
 Division of Homeland Security, Statewide Information & Analysis Center

In this time of constant change and turmoil we need to know what we can do to help protect ourselves and our assets.

Learn how to minimize your threats and vulnerabilities by knowing the eight signs of terrorism and how you and your employees can incorporate these in partnership with your local law enforcement to identify and address possible threats to you, your employees and your business sites.

3:30 – 4:30 p.m.

DOH VP Alpine Room

Workplace Planning for Individuals with Special Needs

Cindy Lou Daniel, Disability Coordinator
 FEMA, Federal Emergency Management Administration

With more and more individuals with special needs joining the work force, planning considerations should include accommodations for those employees and customers who might be more vulnerable to evacuation or shelter-in-place needs. Learn how to empower people with disabilities to become informed and better able to assist themselves during an emergency situation.



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 WHO KEEPS US IN BUSINESS.

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